

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 342 TEL AVIV

Market: 232 ISRAEL

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 141 PHARMACEUTICALS, BIOTECHNOLOGY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	260.00M	\$ 195.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	0.75M	\$ 0.50M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.20%	0.20%	0.00%	0.00%

Major Competing Countries

Market Share

i) 609 EUROPEAN COMMON MARKET C	060 %
ii) 577 UNITED STATES OF AMERICA	040 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 0-1 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) MEDICAL DEVICES	\$ 0.21 M
ii) PHARMACEUTICALS	\$ 0.16 M
iii) DISPOSABLES	\$ 0.00 M
iv) LABORATORY INSTRUMENTATION	\$ 0.00 M
v) RAW MATERIALS	\$ 0.00 M
vi) SPECIALITY CHEMICALS	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian
export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector
(sub-sector) in this market is lower than optimum mainly because of:

- market prospect which are relatively new and have not yet been
explored adequately by Canadian exporters